



www.thebostonchannel.com

**WCVB**  
**5 TV Place**  
**Needham, MA 02492**  
**Main: (781)449-0400**  
**Billing: (781)433-4283**

DUPLICATE

**INVOICE**

Invoice #	Invoice Date	Invoice Month	Invoice Period
953712-1	09/30/12	September 2012	08/27/12 - 09/30/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Billing Address:

**GMMB**  
**Attention: Accounts Payable**  
**3050 K St, NW**  
**Washington, DC 20007**

Send Payment To:

**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

Advertiser	Product	Estimate Number
Obama/D/President	101- Candidate Orders	1536 :OFA Sked A 9

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	953712	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/25/12	09/30/12	Good Morning America	658-9a	--WTF--	:30	2	\$800.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	--WTF--	2	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Th	09/27/12	7:55 AM	Good Morning America	658-9a	:30	OFA12P130H	\$800.00 NM
2	WCVB	F	09/28/12	8:53 AM	Good Morning America	658-9a	:30	OFA12P130H	\$800.00 NM
2	09/25/12	09/30/12	Newscenter 5 at 5	5-6p	--WTF--	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	--WTF--	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	W	09/26/12	5:56 PM	Newscenter 5 at 5	5-6p	:30	OFA12Z128H	\$1,200.00 NM
3	09/25/12	09/30/12	Newscenter 5 at 6	6-630p	--WTF--	:30	1	\$2,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	--WTF--	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Th	09/27/12	6:28 PM	Newscenter 5 at 6	6-630p	:30	OFA12Z128H	\$2,000.00 NM
4	09/25/12	09/30/12	M-F Inside Edition	658-730p	--WTF--	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	--WTF--	2	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	W	09/26/12	6:59 PM	M-F Inside Edition	658-730p	:30	OFA12Z128H	\$1,500.00 NM
2	WCVB	Th	09/27/12	6:59 PM	M-F Inside Edition	658-730p	:30	OFA12P130H	\$1,500.00 NM
5	09/25/12	09/30/12	Chronicle	728-8p	--WTF--	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	--WTF--	2	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WCVB	W	09/26/12	7:53 PM	Chronicle	728-8p	:30	OFA12Z128H	\$1,500.00 NM
1	WCVB	F	09/28/12	7:51 PM	Chronicle	728-8p	:30	OFA12Z128H	\$1,500.00 NM
6	09/25/12	09/30/12	8a Sun Wknd Eyeopener Su 8-10a		-----S	:30	1	\$550.00	NM
Class of Time - Pre-emptible with notice									

MTWTFSS

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
We warrant that the actual broadcast information shown on this invoice was taken from the program log



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**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/25/12	09/30/12	8a Sun Wknd Eyeopener	Su 8-10a	-----S	:30	1	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/24/12	09/30/12			-----S		1	\$550.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Su	09/30/12	8:51 AM	8a Sun Wknd Eyeopener	Su 8-10a	:30	0FA12P130H	\$550.00 NM
7	09/25/12	10/01/12	Nightline	1135p-1206a	--WTF--	:30	2	\$600.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/24/12	09/30/12			--WTF--		2	\$600.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	W	09/26/12	11:56 PM	Nightline	1135p-1206a	:30	0FA12Z128H	\$600.00 NM
3	WCVB	Th	09/27/12	12:01 AM	Nightline	1135p-1206a	:30	0FA12Z128H	\$600.00 NM
<u>Total Spots</u>							<b>11</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$12,550.00</b>
<u>Agency Commission</u>	<b>\$1,882.50</b>
<u>Net Amount Due</u>	<b>\$10,667.50</b>